Chrysler challenge

Chrysler is taking its cars and competitive makes to 600 locations this summer for direct "hands-on" consumer comparisons. The $2 million merchandising event, handled by Ross Roy, Detroit, will be supported with heavy local advertising.

Comparison shopping is urged by Chrysler

By Joseph Bohn
Marketing Editor

DETROIT. — Chrysler will be asking car prospects to compare its products with the competition's this summer in one of its most aggressive merchandising programs yet.

If the program proves as successful as anticipated, it will provide the basis for Chrysler's fall cleanup campaign.

More than five million people are expected to perform "hands-on" comparisons of Chrysler and directly competing vehicles during the next 90 days.

From June 1 through August, Dodge and Chrysler-Plymouth teams around the country will set up in high-traffic pedestrian areas, inviting passers-by to rate their cars on comfort, convenience and styling.

Dodge calls it "The Dodge Driving Machine Challenge" (a reference to its ad theme), and at Chrysler-Plymouth it will be known as the "Chrysler-Plymouth Value Showdown."

The $2 million promotional event is being coordinated by Ross Roy, Detroit, in conjunction with Chrysler.

Aside from merchandising costs, the event will be supported by local association advertising. No national ads will be run.

There will be five-person teams, one for C-P and one for Dodge, in each of the 20 zones. Four of the team members will

Continued on Page 51, Col. 3

U. S.-car sales climb 2nd straight period

By Jenny L. King
Staff Writer

Mid-May domestic new-car sales made it two in a row: That is, two consecutive periods in which a sales increase was reported. It was the first 20-day spree this year and the first time that has happened since Sept. 1-20, 1981.

Hard work on the part of dealers and their staffs produced the second-best sales total so far this year and the third-highest daily-selling-rate average as the U. S. industry tried once again to shake loose from the tight grip of a three-year recession.

The five major U. S. auto makers retailed 215,381 new cars during the May 11-20 period, up 12.31 percent over 191,778 recorded a year earlier and only one step below the 1982 top of 236,959 reached the third period in March.

The mid-May daily selling rate was 23,931, up 12.31 percent from 21,309 in 1981, and the third best of this year after 26,329 March 21-31, and 24,579 February 21-28.

Year-to-date sales totaled 2,274,013, down 12.31 percent from 2,594,225 through May 20, 1981.

General Motors and Chrysler Corp. posted sales gains during the period, while Ford Motor Co. narrowly missed its year-ago level. Estimated sales of Volkswagen of America Rabbits and American Motors passenger cars were down.

• GM sales climbed 23.03 percent, to 144,032 from 117,074 last year. It was GM's best 10-day total this year. Chrysler sales

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57th year — No. 4917

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U. S. bid to drop action against Mercedes-Benz touches off debate

Parts case raises storm of issues

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Justice Department is finding that dismissing its three-year-old antitrust case against Mercedes-Benz of North America may not be as easy as it sounds.

At presstime, in a Federal court in California, lawyers for the government, MBNA, several public interest groups and for plaintiffs who are suing the German-owned importer are arguing whether the government can dismiss its action without allowing public notice and comment and without fuller explanation of its reasons.

The Mercedes case bears some similarities to the IBM and IT&T cases — also dismissed by the government—and the whole issue has become the center of a flurry of legal concern and activity.

The hearing on the applicability of the Antitrust Procedures Act (the 1974 Tunney Act) was called by Federal District Judge Marilyn Petal in response to the Justice Department's dismissal without prejudice of a civil case against MBNA, wholly owned U. S. distributor of Mercedes-Benz cars in the U. S. The 1979 government case charged that MBNA conditioned its sale of cars to its franchised dealers on their purchase of replacement parts from MBNA — an illegal tying arrangement.

Current Antitrust Chief William F. Baxter announced last March that "tying" in the luxury car market did not have anti-competitive consequences and that even if the government were to win its case, Mercedes-Benz could achieve the same results by merely raising the prices of its cars and lowering its parts prices.

In other words, even though the Mercedes dealer market for repair parts after warranty might be opened to independent aftermarket suppliers and distributors, the factory could decide to exclude them by using a different method — price undercutting.

In August, 1979, the Justice Department charged MBNA under the Sherman Act with a per se antitrust violation of "tying" between cars and repair parts in the franchise agreement between MBNA and each of its dealers. After discovery, both filed motions for summary judgments.

Last May, the federal district court in San Francisco denied both moves, but said that two facts of major importance to the government's case were not really controversial. One was that Mercedes cars and replacement parts were tied in terms of the franchise. The other was that the tie-in affects a not insubstantial amount of interstate commerce.

This left only one point of the government's case not addressed — that MBNA had enough economic leverage in the replacement parts market to restrain competition in that area. If the government proved that, then the burden of showing there was enough business justification (including quality) would shift to MBNA.

What happens in the Mercedes case has broad ramifications for the industry and considerable philosophic interest in legal circles. It is linked in issues as well as theory with the IBM case which the Justice Department has also dismissed. It is being challenged by a New Jersey district judge. The MBNA case is linked as well with the AT&T dismissal, which involved changing of an early consent decree, and with the auto industry "smog conspiracy," also in a California district court.

Because a consent decree was involved in the former, the Justice Department has allowed the use of the Tunney Act procedures (although it says it did not need to). In the "smog conspiracy" case, those same procedures — public comment and publication of a competitive impact statement — were forced on the government by the decision made by California federal Judge Jesse Curtis in response to a motion to intervene by the Center for Auto Safety.

As a result of the IBM and AT&T dismissals, Senator Arlen Specter, Pennsylvania Republican and Rep. Peter Rodino, New Jersey Democrat,

Continued on Page 16, Col. 1

TOP CARS

U. S. new-car registrations for three months, 1982. Registrations not available for Oklahoma, delayed for Florida.

1982 Position	Make	1981 Position
1— 276,548	Chevrolet	397,256— 1
2— 194,553	Ford	260,477— 2
3— 161,004	Oldsmobile	200,358— 3
4— 145,747	Buick	179,357— 4
5— 114,120	Toyota	143,939— 5
6— 102,327	Pontiac	136,286— 6
7— 91,881	Nissan	105,012— 7
8— 88,207	Honda	94,398— 8
9— 70,125	Mercury	85,537—10
10— 56,716	Plymouth	88,843— 9
11— 55,265	Dodge	80,949—11
12— 50,183	Cadillac	50,061—13
13— 35,121	Volkswagen	55,803—12
14— 33,333	Subaru	32,683—16
15— 33,242	Mazda	46,899—14
16— 29,803	Chrysler	29,392—17
17— 23,008	AMC	36,201—15
18— 16,544	Lincoln	15,601—19
19— 15,785	Volvo	.....
20— 14,782	Mercedes	13,369—21
21— 10,774	BMW	.....
22— 10,611	Audi	.....
.....	Fiesta	15,961—18
.....	Colt	13,396—20
.....	Champ	13,246—22
50,417	Other Imports	65,344
533	Misc. Dom.	570
1,680,629	TOTAL	2,160,499

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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New-car registrations lowest in 19 years

By Jenny L. King
Staff Writer

Total U. S. new-car registrations plunged in March to their lowest level since 1963 and were down 26.30 percent from year-ago March standings. They were up, however, from February and January of this year, according to figures compiled by R. L. Polk & Co.

Registrations of new domestic and imported cars numbered 625,694 in March, down 26.30 percent from 848,967 the preceding year and worst since the 624,158 recorded 19 years ago in 1963. March figures were up 14.65 percent over 545,746 tallied in February and up 22.87 percent from January's 509,189.

Of the March total, 175,575 were imported cars, representing a record 28.06 percent. A year earlier, imports took 26.59 percent of the market based on 225,733 units. This year's total was down 22.22 percent.

Domestic registrations of 450,119 were down 27.78 percent from 623,234 recorded in March, 1981, but were up 17.85 percent from 381,942 in February, 1982.

For the first three months of 1982, new-car registrations totaled 1,680,629, down 22.21 percent from 2,160,499 in 1981. The domestic first-quarter figure was 1,182,356, down 24.28 percent from 1,560,449.

Ford Motor Co., the combined

Continued on Page 48, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	MARCH					THREE MONTHS				
	Regis. March, 1982	Percent Share of Market	Regis. March, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis. 3 mos., 1982	Percent Share of Market	Regis. 3 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	103,848	16.60	165,613	19.51	— 2.91	276,548	16.45	397,258	18.39	— 1.94
Ford	76,315	12.20	101,756	11.99	+ 0.21	194,553	11.58	260,477	12.06	— 0.48
Oldsmobile	62,459	9.98	81,330	9.58	+ 0.40	161,004	9.58	200,358	9.27	+ 0.31
Buick	54,819	8.76	74,194	8.74	+ 0.02	145,747	8.67	179,357	8.30	+ 0.37
Pontiac	39,721	6.35	53,374	6.28	+ 0.07	102,327	6.09	136,286	6.31	— 0.22
Mercury	26,861	4.29	32,780	3.86	+ 0.43	70,125	4.17	85,537	3.96	+ 0.21
Plymouth	22,086	3.53	36,533	4.30	— 0.77	56,716	3.38	88,843	4.11	— 0.73
Dodge	21,336	3.41	31,251	3.68	— 0.27	55,265	3.29	80,949	3.75	— 0.46
Cadillac	16,219	2.59	17,637	2.08	+ 0.51	50,183	2.99	50,061	2.32	+ 0.67
Chrysler	11,766	1.88	10,133	1.20	+ 0.68	29,803	1.77	29,392	1.36	+ 0.41
AMC	8,080	1.29	12,321	1.45	— 0.16	23,008	1.37	36,201	1.67	— 0.30
Lincoln	6,364	1.02	6,115	0.72	+ 0.30	16,544	0.98	15,160	0.70	+ 0.28
GENERAL MOTORS	277,066	44.28	392,148	46.19	— 1.91	735,809	43.78	963,320	44.59	— 0.81
FORD MOTOR CO.	109,540	17.51	140,651	16.57	+ 0.94	281,222	16.73	361,174	16.72	+ 0.01
CHRYSLER CORP.	55,188	8.82	77,917	9.18	— 0.36	141,784	8.44	199,184	9.22	— 0.78
AMERICAN MOTORS	8,080	1.29	12,321	1.45	— 0.16	23,008	1.37	36,201	1.67	— 0.30
IMPORTS	175,575	28.06	225,733	26.59	+ 1.47	498,273	29.65	600,050	27.77	— 1.88
MISCELLANEOUS	245	0.04	206	0.02	+ 0.02	533	0.03	570	0.03	.....
TOTAL	625,694		848,967			1,680,629		2,160,499		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available; delayed for Florida.

factories list auction dates

American Motors

June 1—Ohio Auto Auction, Columbus, O.

June 2—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.

June 3 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 4—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 8—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 10—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.

June 15—Ohio Auto Auction, Columbus, O.

June 16—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia.

June 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 18—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 22—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 29—Ohio Auto Auction, Columbus, O.

Ford Motor Co.

June 2—Columbus Fair Auto Auction, Obetz, O., and Southern California Auto Auction, Fontana, Calif.

June 15—Aptco Auto Auction, Taylor, Mich.

June 16—Golden Gate Auto Auction, Fremont, Calif.

June 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 23—Clanton's Auto Auction, Darlington S. C.

June 23—Clanton's Auto Auction, Fremont, Calif.

Chrysler Corp.

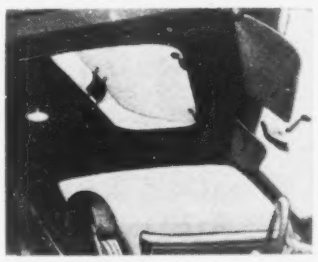
June 2—South Seattle Auto Auction, Inc., Seattle.

June 8—Aptco Auto Auction, Taylor, Mich.

Model breakdown

Auction Averages

	May	April	March
1982	$9,102	$8,891	$9,019
1981	6,995	6,979	6,839
1980	5,439	5,472	5,439
1979	4,807	4,638	4,759
1978	3,874	3,764	3,849
1977	2,986	2,917	2,953
1976	2,146	2,183	2,281
1975	1,539	1,491	1,695
Overall Average	$4,799	$4,710	$4,781



All-sizes sunroof

Kenco Guardian, Middlebury, Ind., offers a sunroof made of contoured 3/16-inch glass with special mirrorized bonded coating that is said to resist scratching and fading while blocking out the heat of the sun.

Used car sales

Auction Averages

May	$4,799
Month ago	$4,710
Year ago	$4,326

Six-millionth Opel Kadett

Six-millionth Opel Kadett rolled off the General Motors Continental assembly line in Antwerp, Belgium. The Antwerp plant turns out about 300,000 Kadetts a year.

Antwerp plant assembles six millionth Opel Kadett

ANTWERP, Belgium. — Six million Opel Kadetts have been built since 1962 and the six millionth came off the assembly line at the General Motors Continental Number 2 assembly plant here recently.

A few weeks earlier, the one-millionth front-wheel-drive Opel Kadett had been assembled at the Opel plant in Bochum, West Germany.

The Antwerp Number 1 assembly plant is unique in that it assembles on the same line and in a mixed batch LHD and RHD front-wheel-drive Opel Asconas and rear-wheel-drive Opel Mantas.

General Motors Continental employs 12,000 workers and white-collar staff, including those at the distribution center for GM cars in the Benelux countries.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Domestics down 27 pct. for March; imports dip 22 pct.

Registrations drop to 19-year low

Continued from Page 3

imports and miscellaneous domestics increased their shares of the total this March compared with year-ago standings, as American Motors, Chrysler Corp. and General Motors gave ground.

Ford was up 0.94 percentage points, to 17.51 percent from 16.57 percent. Imports climbed to 28.06 percent from 26.59 percent, a difference of 1.47 percentage points, and miscellaneous domestics were up to 0.04 percent from 0.02 percent of the market.

GM dropped back to 44.28 percent from 46.19 percent; Chrysler slipped to 8.82 percent from 9.18 percent, and AMC was off 0.16 percentage points, to 1.29 percent from 1.45 percent.

• Excluding imports, domestic-only registrations in March were divided this way: GM, 61.55 percent; Ford, 24.34 percent; Chrysler, 12.26 percent; AMC, 1.80 percent, and 0.05 percent for miscellaneous domestics.

A year earlier, domestic-only registrations were divided as follows: GM, 62.92 percent; Ford, 22.57 percent; Chrysler, 12.50 percent; AMC, 1.98 percent, and miscellaneous, 0.03 percent.

By size segments, subcompacts, standards, luxury models and imports increased their market shares compared with a year earlier, while compacts dropped dramatically, and intermediates were down as well.

Imports accounted for the largest slice of the pie, at 28.06 percent, up from 26.59 percent. U. S. subcompacts were up to 17.78 percent from 15.68 percent; standards climbed to 9.06 percent from 8.03 percent, and luxury models were up to 4.78 percent from 3.93 percent.

Compacts dropped to 20.18 percent from 23.90 percent, and intermediates were down to 20.14 percent from 21.87 percent.

Registrations by size class in March were: Subcompacts, 111,224; compacts, 126,233; intermediates, 126,032; standards, 56,710; luxuries, 29,920, and imports, 175,575.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

MARCH '82 VS. MARCH '81

	1982 Mo.	1982 Yr.	1981 Mo.	1981 Yr.
AMC Spirit	1,968	4,998	4,090	10,595
Concord	2,136	5,341	3,495	10,549
Concord SW	624	2,560	1,176	3,987
Eagle 4WD	503	1,668	635	2,101
Eagle 4WD SW	1,695	4,858	1,347	4,164
Eagle SX4 4WD	1,154	3,583	1,569	4,805
TOTAL AMC	8,080	23,008	12,312	36,201
Chrysler LeBaron '81			4,236	11,896
LeBaron '81 SW			845	2,312
LeBaron FWD	6,156	16,002		
LeBaron SW FWD	229	274		
Cordoba	1,204	3,435	2,902	8,788
Newport			745	2,244
New Yorker '81			912	2,805
New Yorker	3,909	9,380		
Imperial	268	712	493	1,347
Total	11,766	29,803	10,133	29,392
Plymouth Horizon FWD	9,053	21,266	15,456	37,783
Reliant FWD	8,940	23,561	14,621	36,159
Reliant SW FWD	3,664	8,658	5,241	12,583
Gran Fury '81			1,215	2,318
Gran Fury	1,429	3,231		
Total	22,086	56,716	36,533	88,843
Dodge Omni FWD	7,477	19,867	10,507	27,542
Aries FWD	6,478	17,249	11,266	28,099
Aries SW FWD	2,945	6,877	4,218	10,149
Dodge 400 FWD	1,926	4,908		
Diplomat	1,830	4,563	2,522	7,038
Diplomat SW	13	42	385	1,270
Mirada	667	1,759	1,622	4,912
St. Regis			731	1,939
Total	21,336	55,265	31,251	80,949
Total Chrysler Corp.	55,188	141,784	77,917	199,184
Ford Escort FWD	21,420	55,970	16,344	45,230
Escort SW FWD	6,667	18,369	11,898	31,142
EXP FWD	4,350	10,278		1
Pinto			1,859	6,467
Pinto SW			524	2,025
Fairmont	11,268	27,645	16,372	41,941
Fairmont SW	460	1,539	5,275	13,217
Granada	6,792	17,800	11,685	27,234
Granada SW	2,940	7,654		
LTD	3,700	8,871	4,679	12,607
LTD Crn. Victoria	3,072	8,490	2,968	8,829
Ford SW	1,460	3,952	1,567	4,547
Mustang	11,101	24,701	19,479	45,177
Thunderbird	3,085	9,284	9,106	22,060
Total	76,315	194,553	101,756	260,477
Lincoln Town Car	2,168	5,382	2,922	7,081
Mark VI	1,708	4,616	3,193	8,079
Continental	2,488	6,546		
Total	6,364	16,544	6,115	15,160
Mercury Lynx FWD	7,146	17,260	5,379	14,422
Lynx SW FWD	1,880	4,903	3,530	8,375
LN7 FWD	1,615	3,817		
Bobcat			431	1,563
Bobcat SW			94	349
Zephyr	3,027	8,580	4,913	13,657
Zephyr SW	179	604	1,482	3,520
Cougar	2,697	8,037	4,454	10,536
Cougar SW	1,143	3,029		
Marquis	661	1,664	651	1,808
Marquis Brougham	1,243	3,588	947	2,847
Grand Marquis	2,474	6,447	1,840	5,402
Marquis SW	632	1,845	649	1,835
XR7	1,203	3,523	3,326	8,229
Capri	2,961	6,828	5,084	12,494
Total	26,861	70,125	32,780	85,537
Linc. Merc. Div. Total	33,225	86,669	38,895	100,697
TOTAL FORD MOTOR CO.	109,540	281,222	140,651	361,174

	1982 Mo.	1982 Yr.	1981 Mo.	1981 Yr.
Buick Skylark FWD	16,501	40,911	24,525	53,921
Skyhawk FWD	2,607	3,148		
Century '82 FWD	7,382	15,331		
Regal/Century	14,071	43,559	34,449	82,111
Regal/Century SW	869	2,588	1,315	3,561
Le Sabre	1,866	5,516	1,682	,925
Le Sabre Limited	3,838	11,285	3,610	9,936
Electra	3,699	11,474	4,143	12,022
Buick SW	1,017	2,883	960	,455
Riviera FWD	2,969	9,052	3,510	9,926
Total	54,819	145,747	74,194	179,357
Cadillac de Ville	6,405	20,567	7,913	21,362
Cimarron FWD	1,350	3,832		
Fleetwood & Chas.	2,478	8,662	3,381	9,234
Eldorado FWD	3,809	11,538	4,199	12,150
Seville FWD	2,177	5,584	2,144	6,815
Total	16,219	50,183	17,637	50,061
Chevrolet Chevette	21,458	58,333	54,408	117,964
Camaro	11,280	23,619	11,429	24,153
Monza			2,403	13,241
Cavalier FWD	10,388	22,547		
Cavalier SW FWD	2,796	6,146		
Citation FWD	20,350	59,661	39,764	89,386
Malibu	5,804	17,974	13,568	38,524
Malibu SW	2,281	7,545	4,576	12,778
Celebrity FWD	6,481	13,404		
Monte Carlo	6,988	21,918	20,819	45,914
Impala	4,229	11,373	4,874	13,881
Caprice	7,150	20,485	7,440	22,598
Chevrolet SW	2,947	8,773	3,440	10,590
Corvette	1,696	4,770	2,892	7,729
Total	103,848	276,548	165,613	397,258
Oldsmobile Omega FWD	8,452	20,858	13,029	27,476
Firenza FWD	1,973	2,455		
Cutlass Ciera FWD	9,314	18,485		
Cutlass Salon '81			13,388	38,408
Cutlass Sup/Calais '81			32,081	69,714
Cutlass Sup/Calais	20,799	57,890		
Cutlass SW	1,711	4,485	2,624	7,094
Delta 88	766	2,225	959	2,873
Delta Royale	9,784	26,078	9,080	25,412
98	5,874	17,957	6,024	17,601
Oldsmobile SW	1,382	3,953	1,448	3,852
Toronado FWD	2,404	6,618	2,697	7,928
Total	62,459	161,004	81,330	200,358
Pontiac T1000	5,870	15,075	43	43
Firebird	6,826	14,320	6,551	15,090
Sunbird			6,171	22,287
J2000 FWD	4,779	11,221		
J2000 SW FWD	777	1,726		
Phoenix FWD	5,689	15,911	11,469	25,782
LeMans/Bonn.	4,670	12,978	4,396	12,836
LeMans/Bonn. SW	1,008	3,026	1,578	4,747
6000 FWD	3,328	7,254		
Grand Prix	6,103	17,948	15,656	34,357
Catalina	76	310	660	1,931
Bonneville '81	288	1,213	3,378	9,672
Bonn. '81 Brougham	231	1,027	2,665	7,526
Pontiac SW	76	318	707	2,015
Total	39,721	102,327	53,374	136,286
TOTAL GM CORP.	277,066	735,809	392,148	963,320
(Checker)	223	467	166	468
Misc. Domestic	245	533	206	570
Domestic Station Wagon Total	39,395	106,607	54,979	147,067
Domestic Grand Total	450,119	1,182,356	623,234	1,560,449
Import Total	175,575	498,273	225,733	600,050
Grand Total All Registrations	625,694	1,680,629	848,967	2,160,499

Silver award

Oldsmobile Division presented a 25-year dealer plaque to Donald M. Page, right, president, Riverton Motor Co., Riverton, Utah. Representing Oldsmobile is Charles J. Bretz, Denver zone manager.

McAlpin saluted

Pontiac dealer W. E. McAlpin, McAlpin Motors, Inc., Red Oak, Ia., is presented with his 25-year dealer plaque by Kenneth S. Dady, Pontiac Midwest zone manager.

Congratulations!

Paul Hudiburg, right, dealer/operator, Hudiburg Chevrolet, Inc., Midwest City, Okla., receives his quarter-century award plaque from R. X. Sarvis, Oklahoma City zone manager.

McKinley reaches 25

Avon Motor Sales owner William C. McKinley, left, Avon, Ill., is presented with his silver anniversary plaque by James F. McDonald, Peoria zone manager for Chevrolet.

Auto makers worked to get Grand Prix in Detroit

Big-time racing draws big bucks

Continued from Page 1

wasn't enough time to do either promotion properly this year, and money was short, too, Grand Prix sources said.

But a turbocharged specially equipped Mustang will lead the Formula 1 cars around a pre-race lap. All the domestic companies, including Fruehauf Corp., are donating support vehicles and safety equipment.

Detroit's depressed economy had many Grand Prix watchers wondering whether this conservative spending approach would show up in ticket sales, as well.

But sales are running ahead of projections.

With two weeks left until the green flag, a Detroit Renaissance official reported 40 percent of the grandstand seats—priced at $35 and $65—had already been sold. That represents $1 million. Breakeven point for the race is 65,000 viewers on race day.

• Despite their conspicuous absence in sponsorship roles, it was the domestic makers who actually were responsible for getting the Grand Prix here in the first place.

Obtaining international television coverage was particularly important when Detroit was negotiating to get the race. It wanted to trade away any money it could get from sponsors to FOCA (Formula One Constructors Assn.) in exchange for an agreement to bring the cars to town without an up-front payment.

ABC was at first reluctant to televise the 2½-hour race — especially since it followed by one week the Indianapolis 500, which ABC also televises in total.

But Detroit Renaissance, Inc., has the heads of the Big Four and Detroit's major automotive suppliers on its board. It guaranteed ABC that all of its commercial slots would be filled.

So ABC agreed to televise the race, and FOCA President Bernie Ecclestone was able to find five sponsors — all he says he wants — whose signs will go up along the 2.59-mile course.

Besides their considerable advertising clout, employes of all five U. S. auto companies will help staff the race.

In addition, both General Motors and Ford Motor Co. are major financial contributors to Detroit Renaissance. It will have to pick up the cost of whatever isn't covered by revenue from TV rights, ticket sales, concessions and programs. The race is expected to cost $3.5 million, including a purse of $800,000 to $1 million.

Domestics are also taking the lion's share of ABC advertising for the race, turning it into a hometown advertising vehicle. Auto ads will account for more than half the commercials for the Grand Prix.

Some 18 domestic-car-company ads will air, according to an AUTOMOTIVE NEWS survey, with a 30-second spot going for around $31,000. Companies also are referencing the Grand Prix in buff book ads, along with running print in the Grand Prix racing program schedule.

On TV, the Grand Prix is expected to get a 6.0 rating, worth about 7.5 million domestic viewers.

Examples of Detroit's ad involvement include:

Ford Division: Two 30-second spots feature the 5.0-liter Mustang under the theme, "The Boss is Back." The commercials show Mustang out-accelerating Camaro and Firebird in the desert.

Ford also has 34 outdoor posters around Detroit, a spread in the Grand Prix souvenir program, plus spreads in several buff books which include references to the Grand Prix.

"We look at the Detroit Grand Prix as a kind of special event, directed to the buff audiences," said Robert Gillooly, national ad manager, Ford Division.

Lincoln-Mercury: The division will have two spots, one featuring Capri under the headline "White Lightning," aimed at the performance audience. Another commercial for Lynx is a regular product ad, according to John Vanderzee, ad manager for L-M.

Chrysler Corp: There will be six spots. One features Horizon versus Chevette. Another, entitled "Only Chrysler," features LeBaron and the extended warranty/free maintenance offer.

A Charger commercial (to be run twice) uses the theme, "Charger unchallenged" to talk about performance. A "Rampage dialog" commercial features it operating like a truck. A final ad features Charger and Rampage together, one the sporty car and the other the sporty truck.

Chrysler also bought an "100 showing" of outdoor billboards around Detroit and has a variety of merchandising tie-in events, such as a free jazz concert, Dodge Five-Mile run, etc.

American Motors: There'll be two TV spots on Renault Fuego. One touts the non-turbo Fuego under a "racy" headline, while the other talks about "The civilized turbo." Both hearken to Renault's Grand Prix heritage.

AMC also has special ads in a buff book and in the Grand Prix racing program. It will have ads in special Grand Prix sections in Detroit's two major daily papers (local TV insert spots were sold out), plus TV spots on pre-race Grand Prix shows nationally.

Also, it will stage promotional tie-ins, such as bringing all Michigan AMC dealers to Detroit for the race and a get-together at a special hospitality tent.

Cadillac: The division will run a couple of spots featuring the Eldorado touring coupe, under the theme "A different breed of Cadillac."

Ads talk about the spirited handling, precise cornering and other performance-oriented characteristics of this luxury model, noted Frank Cadicamo, assistant national director of merchandising.

Cadillac also has bought space in the official Grand Prix catalog of racing events.

Pontiac and Oldsmobile: These two GM divisions didn't buy any TV, but have ads in the Grand Prix racing program schedule.

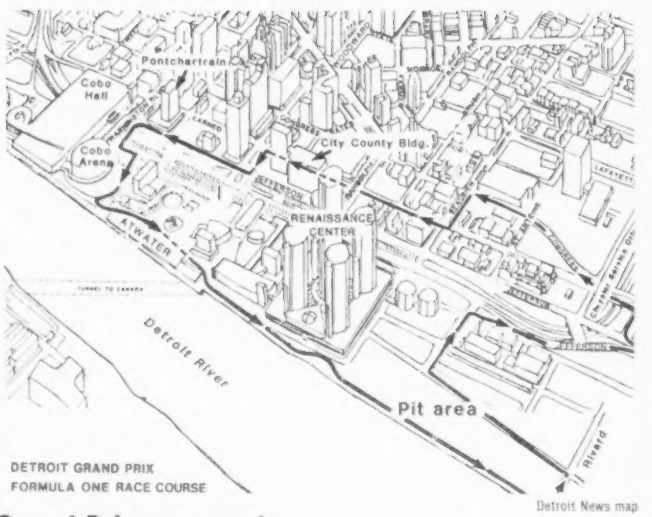
Buick: The division has two spots. Riviera and Regal coupes will be featured. A Riviera commercial, entitled "The school of performing arts," features that car on the road, with a musical background. It is a kind of mood commercial.

The Regal commercial, entitled "Bicycle," features racing bikes to make a statement about Regal's aerodynamics.

Chevrolet: The division has two 30-second spots on TV, featuring the Camaro, with primary emphasis on the Z-28. Ads will use "The Shadow" (its only competition), or a variation of it, as the theme.

Chevrolet also has a four-page unit in the Grand Prix racing program.

Volkswagen of America: VWoA does not have any TV advertising on Grand Prix and has lately shifted more dollars from TV to newspaper in stressing the price/value ads for Rabbit.



Detroit News map

Grand Prix race route

This is the course race cars will follow during a speed-filled weekend in downtown Detroit. Formula One cars will be whipped over the streets June 6 at speeds that will vary almost immediately from the 200-MPH range down to 25 MPH as sharp left and right turns are made.

European-style racing boosts U.S. Motor City

By Roger Rowand

DETROIT. — If any city and any industry needed a recharge, it is this city and the industry headquartered here. Surprisingly, a much-needed boost is coming from an unexpected direction—from European style auto racing.

The Detroit Grand Prix is scheduled for June 6. It is expected to put this town back in the automotive forefront with elan as some 126 million people in 34 countries watch the event via satellite-TV transmission.

Unlike other big happenings that have sparked this depressed community in the recent past—the 1980 Republican National Convention and the 1982 Super Bowl for example — the grand prix street race is a total global activity with intense worldwide interest.

There will be 15 Formula One grand prix races in 1982 with three in this country, in Long Beach, Las Vegas and Detroit.

The 181.3-mile, 70-lap race here will be the first through streets lined with tall office buildings, hotels and public structures. The course includes the canyons of downtown Detroit, the Renaissance Center and a stretch of riverfront.

Cars will make a sharp U-turn to the left than a quick right-angle turn to the right and then to the left on streets the AUTOMOTIVE NEWS headquarters is on.

Other such races are run in rural locations or through the streets of smaller towns. Noise, always a crowd-pleasing part of motor racing, will be a much-talked-about facet of the run for the money here.

The big-buck international glamor and excitement that permeate grand prix racing seemed to take Detroit gradually and by surprise. Enthusiasm was slow to build outside the relatively thin ranks of Formula One regulars.

But once it caught fire, the city's traditional optimism and love of sports exploded with all their historic strength.

Detroit long has been known as a sports town.

World popularity of grand prix racing has burgeoned in recent years. As race day here approaches, residents are joining the international swing. They've become new followers of Formula One machines with enthusiasm and intensity formerly reserved chiefly for Indy open wheelers, NASCAR Grand National super sedans and, of course, Tigers, Lions, Pistons and Red Wings.

Early estimates of trackside crowd size range between 65,000 and 100,000.

The Formula One street race will cap three days of race activities. Other events include the Robert Bosch/VW Super Vee Championship, a short vintage car race and the Renault Cup race of Renault Le Cars.

The domestic auto makers and their suppliers, while avoiding sponsorship of grand prix races or race cars, are taking advantage of race activities. They are holding parties and helping people important to them enjoy the race-filled weekend.

General Motors is taking advantage of the fact that many members of the international racing press corps will be here. The company is holding a day-long meeting at which it will show its latest developments and give reporters a look into the future.

Other firms are holding parties for the newsgatherers.

One local angle Detroiters leaped at enthusiastically is the fact that most F1 cars are powered by Cosworth Ford engines.

Those are Ford engines converted to racing power plants in England by Cosworth Engines. In a way, therefore, Detroiters have something from close to home to root for.

U.S. car sales increase 2nd 10-day period in row

Continued from Page 3

were up 5.51 percent, to 21,341 from 20,226.

Ford dealers sold 44,748 units, down 0.56 percent from 45,001. Estimated sales for VWoA of 1,660 were down 62.92 percent from 4,477, and estimated AMC sales of 3,600 were down 28.00 percent from 5,000 a year earlier.

GM claimed its biggest share of the domestic market to date this year, a whopping 66.87 percent, up from 61.05 percent in '81. Ford slipped to 20.78 percent from 23.46 percent; Chrysler was down to 9.91 percent from 10.55 percent; VWoA earned only 0.77 percent, down from 2.33 percent, and AMC sales accounted for 1.67 percent, down from 2.61 percent.

All five GM divisions plus Chrysler and Lincoln recorded sales increases during the period. Chrysler more than doubled its numbers, going to 5,847 from 2,365 last year. Lincoln was up 58.90 percent; Chevrolet was up 37.11 percent; Cadillac was up 36.37 percent, thanks to its best sales (8,365) of the calendar year; Buick was up 21.33 percent; Oldsmobile was up 10.70 percent, and Pontiac was up 7.45 percent.

Negative percentages were reported by VWoA, down 62.92 percent; Imperial, down 62.24 percent; AMC, down 28.00 percent; Plymouth, down 13.66 percent; Dodge, down 11.40 percent; Ford, down 3.86 percent and Mercury, down 2.25 percent.

DOMESTIC SALES

	May 11-20, 1982	May 11-20, 1981
AMERICAN MTRS.	3,600†	5,000†
Chrysler	5,847	2,365
Imperial	91	241
Plymouth	7,944	9,201
Dodge	7,459	8,419
CHRYSLER CORP.	21,341	20,226
Ford	30,725	31,960
Mercury	10,710	10,956
Lincoln	3,313	2,085
FORD MOTOR CO.	44,748	45,001
Buick	25,743	21,217
Cadillac	8,365	6,134
Chevrolet	57,893	42,225
Oldsmobile	33,839	30,568
Pontiac	18,192	16,930
GENERAL MTRS.	144,032	117,074
VOLKSWAGEN	1,660†	4,477
INDUSTRY TOTAL	215,381	191,778

† Estimate

Thomas Estes sentenced on bank fraud charge

DETROIT. — Thomas P. Estes was sentenced to three years in federal prison last week after pleading guilty to one charge of fraud in connection with obtaining $900,000 in bank loans.

Estes, son of former General Motors President Elliott M. Estes, first faced 10 charges of fraud and interstate transportation of money obtained by fraud.

BEST AVAILABLE COPY

Milestone reached May 25; it was April 22 last year

Two-millionth car is a month late

By Patricia Hoffman
Staff Writer

It's been an unusually slow climb for domestic auto production this year. The two-millionth automobile was assembled last Tuesday (May 25), more than a month later than in 1981.

Production so far this year is 2,093,802 units, down 27.20 percent from 2,875,956 units built through May 30, 1981. Last year, the makers reached the two-million mark on April 22, which was also later than usual.

Year-to-date totals by company are: General Motors, 1,306,432; Ford Motor, 468,534; Chrysler Corp., 252,705; Volkswagen of America, 40,018; American Motors, 24,550, and Checker Motors, 1,563.

Last week, the makers targeted output at 129,739 units, a drop of 5.36 percent from 137,089 the previous week, and down 7.35 percent from 140,027 units in the comparable 1981 week, which included the Memorial Day holiday. This year, the holiday will be observed today (May 31) and all plants will be closed.

Downtime continued last week at GM's Janesville facility. The point, idle since Jan. 18 for model changeover, will return tomorrow, (June 1) with production of the Cadillac Cimarron.

For the second consecutive week, daily overtime was scheduled last week at Chrysler's St. Louis facility. The plant has been operating on a daily nine-hour shift.

Second-shift operations will resume tomorrow at GM's Fairfax and Lansing facilities. Approximately 2,000 workers will be recalled at Fairfax, which builds LeSabre, Caprice and Oldsmobile 88. About 2,200 workers will return at Lansing on Cutlass and Cutlass Supreme.

Also starting tomorrow, GM's Willow Run plant will increase production of Omega and Skylark from 50 to 70 units an hour. About 1,800 workers will be recalled.

AMC's Kenosha point began a two-week shutdown last Friday. The facility, idle for vacation, is slated to return June 15.

Checker Motors announced that its final Checker Cab will be built July 7. The company said the line rate of 20 units a day will continue until production ends. The Kalamazoo facility will remain as a parts plant after final cab assembly.

Light-truck waiver extended for few high-altitude units

WASHINGTON.—EPA is going to extend through 1983 an exemption it now gives for light-duty trucks sold in high-altitude regions.

The exemption applies to truck makers' lowest-power and/or lowest-selling light-duty trucks. The so-called 30 percent exemption allows makers to exempt 30 percent of their projected light-duty truck sales from high altitude standards.

It was instituted in 1982 to address the problems of lead-time and the difficulties and costs of certifying certain low power / high-fuel-economy models. EPA thought at the time the exemption would be needed for only one year.

Ford petitioned the agency to extend the waiver provision. It cited the high cost of developing and certifying high-altitude calibrations for light-truck configurations with very low sales volumes—50-100 units for many vehicle types.

Ford said that without the waiver, it would have to develop 10 new calibrations to certify that 10,000 vehicles would comply with the high altitude proportional tailpipe standards.

That would translate into $2 million for Ford. That would be a particularly large sum to invest because standards change again for the 1984 model year, Ford said.

EPA agreed, and it extended the exemption effective June 21, 1982. It said the change will save the auto industry money so that makers can concentrate on certifying vehicles for the 1984 model year when standards will not differ according to altitude.

Only 5.5 percent of annual light-duty truck sales occur in high-altitude areas; therefore, the exemption will apply to less than 2 percent of the 1983 light-duty truck fleet.

Weisman named

BALTIMORE, Md.—Frederick R. Weisman, owner and president of Mid-Atlantic Toyota Distributors, Inc. has been appointed to the Professional Advisory Council of the College of Business and Management of the University of Maryland.

3 plants down, truck production slips for week

Downtime at three U. S. truck assembly points last week pulled production down 17.76 percent from the previous week, but output was 23.93 percent above that of the comparable 1981 week. The 1981 period included the Memorial Day holiday.

[illegible]t week's truck production was targeted at 43,102 units, down from 52,413 the previous week, but up from 34,780 units built the same week last year.

Year-to-date, the makers have finished 825,615 units, a 10.15 percent gain from 749,561 in the same 1981 period.

The heavy-duty truck and coach lines at General Motors' Pontiac facility were down last week for inventory control.

Also idle last week for inventory adjustment was Volkswagen of America's Westmoreland plant. It is slated to return tomorrow (June 1).

Ford Motor's Louisville point was idle last week due to parts shortage.

For the 13th consecutive week, Chrysler Corp. scheduled daily overtime at it's Warren truck facility. The plant has been working nine-hour shifts.

All U. S. truck facilities are idle today, (May 31) in observance of Memorial Day.

Victoria Day trims output in Canadian plants

Canadian auto makers operated only four days last week due to the Victoria Day Holiday, and production dropped 12.06 percent below the previous week's total. Truck production, aided by Saturday overtime at Chrysler's Windsor truck facility, fell only 4.49 percent.

The auto makers targeted output last week at 17,503 units, down from the 19,904 cars assembled during the five-day previous week, and the total dropped 16.17 percent from 20,880 units built in the comparable 1981 five-day week. (Victoria Day was celebrated the previous week last year.)

So far this year, the car manufacturers have completed 371,733 units, up 2.00 percent from 364,429 at this time in 1981.

The truck makers scheduled 10,562 units last week, down from 11,059 the previous week, and down 17.98 percent from 12,877 in the comparable 1981 week.

Year-to-date, there have been 220,336 trucks assembled, down 7.88 percent from 239,179 last year.

All Canadian car and truck facilities were idle last Monday (May 24), in observance of Victoria Day.

Only Chrysler Corp.'s Windsor truck facility operated five days last week with overtime scheduled Saturday.

Overtime continued last week at Ford Motor's St. Thomas car point. The plant has been operating daily nine-hour shifts since April 2, with normal eight-hour shifts resuming Friday.

Chrysler's Windsor car facility has slated vacation time for two weeks in July. The plant will be idle the weeks of July 19 and July 26.

U. S. CAR PRODUCTION

	Week Ended May 29, 1982	Week Ended May 30, 1981	Week Ended May 22, 1982	May Est.	Jan. 1 to May 30, 1981	Jan. 1 to May 29, 1982
AMERICAN MOTORS	1,400*	2,400*	1,400*	5,600*	46,854*	24,550*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,500	14,962	16,269	53,388	350,565	252,705
Plymouth Total	7,000	8,647	6,767	21,636	180,078	105,927
Horizon	2,300	3,884	2,652	4,952	68,794	31,463
Reliant	4,700	4,763	4,115	16,684	101,697	74,464
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,600	.....	2,937	11,085	22,098	48,225
LeBaron	2,600	.....	2,937	11,085	17,236	48,225
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	5,900	6,315	6,565	20,667	148,389	98,553
Omni	2,500	2,493	2,123	4,623	51,624	29,239
Aries	2,500	3,822	3,233	12,274	80,439	55,416
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	900	.....	1,209	3,770	.....	13,898
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	33,558	32,171	35,095	133,024	612,033	468,534
Ford Division	22,326	21,845	24,183	90,063	420,864	298,963
Escort	8,549	7,395	10,027	37,338	159,568	128,539
Fairmont	4,219	4,984	4,710	17,184	89,466	50,634
Must./Must. II	3,699	3,783	4,145	15,950	67,732	54,224
Granada	3,398	2,307	3,571	13,536	34,739	46,013
Thunderbird	2,156	1,749	1,380	4,841	31,989	16,181
Ford	.....	1,627	.....	.....	37,370	.....
EXP	305	.....	350	1,214	.....	3,372
L-M Division	11,232	10,326	10,912	42,961	191,169	169,571
Mercury Total	9,154	8,690	8,817	33,948	162,291	127,645
Lynx	2,405	2,122	2,700	10,143	54,715	37,959
Capri	1,125	1,682	725	3,477	22,769	13,170
Zephyr	1,362	1,778	1,663	5,522	25,809	16,061
Cougar	1,369	1,183	1,613	5,707	17,905	22,277
XR-7	1,028	863	253	1,609	13,766	5,246
Mercury	1,841	1,062	1,340	7,368	27,327	32,216
LN7	24	.....	23	122	.....	716
Lincoln Total	2,078	1,636	2,095	9,013	28,878	41,926
Continental ('82)	418	.....	419	1,804	.....	8,917
Lincoln	1,086	817	1,097	4,614	13,988	18,518
Mark VI	574	819	579	2,595	14,890	14,491
GENERAL MOTORS	79,181	87,443	81,257	315,296	1,783,312	1,306,432
Buick Division	17,950	17,105	18,837	72,552	406,078	306,544
Skylark	3,063	4,614	3,317	12,682	110,852	55,346
Skyhawk J	3,222	.....	3,244	13,805	.....	39,952
Century	2,727	2,232	3,252	10,742	76,519	51,439
Regal	4,290	5,981	4,561	17,817	120,772	78,141
Buick	3,573	3,180	3,445	13,360	72,064	66,610
Riviera	1,075	1,098	1,018	4,146	25,871	15,056
Cadillac Division	5,265	5,230	5,344	21,333	117,160	102,527
Cimarron	.....	259	.....	.....	916	1,401
Seville	585	380	585	2,340	12,419	10,703
Eldorado	1,080	1,185	1,141	4,556	28,634	26,345
Cadillac	3,600	3,406	3,618	14,437	75,191	64,078
Chevrolet Division	26,730	33,412	26,972	107,797	635,991	406,533
Chevette	6,455	6,989	6,474	25,411	138,546	89,748
Cavalier	1,515	1,986	1,510	5,907	13,397	36,803
Celebrity	1,775	.....	1,748	9,005	.....	28,448
Camaro	5,235	3,368	5,146	21,266	58,885	92,678
Citation	5,420	7,184	5,789	21,226	158,161	69,396
Malibu	3,530	6,420	3,426	13,706	118,660	43,916
Monte Carlo	1,750	3,251	1,795	6,983	62,111	24,444
Chevrolet	450	3,894	476	1,879	73,542	8,735
Corvette	600	320	608	2,414	12,689	12,365
Oldsmobile Division	15,773	18,875	16,144	60,189	416,885	315,287
Omega	1,737	2,610	1,645	6,927	66,157	35,127
Firenza	1,010	.....	930	4,032	.....	28,620
Cutlass	4,080	9,900	3,928	12,886	207,969	77,165
Cutlass/Ciera	2,857	.....	3,390	11,510	.....	50,367
Oldsmobile	5,229	5,428	5,407	21,425	120,880	109,476
Toronado	860	937	844	3,409	21,879	14,532
Pontiac Division	13,463	12,821	13,960	53,425	207,198	175,541
Acadian†	120	457	118	952	10,383	5,086
J2000	1,205	1,502	1,235	4,760	12,067	12,663
T1000	1,498	2,037	1,570	6,182	27,439	10,903
Firebird	3,503	1,971	3,475	14,246	26,982	53,390
Phoenix	1,540	2,507	1,824	6,462	51,629	17,130
Grand Prix	1,815	2,422	1,841	7,186	44,883	32,269
Bonneville ('82)	1,815	.....	1,840	7,198	.....	32,229
A6000	1,967	.....	2,056	6,439	.....	11,871
LeMans	.....	1,616	.....	.....	27,347	.....
Pontiac	.....	309	.....	.....	6,468	.....
VOLKSWAGEN	.....	2,981	2,968	9,080	82,159	40,018
CHECKER	100*	70*	100*	400*	1,033*	1,563*
Total Cars, U. S.	129,739	140,027	137,089	516,788	2,875,956	2,093,802

TRUCK PRODUCTION IN U. S.†

	Week Ended May 29, 1982	Week Ended May 30, 1981	Week Ended May 22, 1982	May Est.	Jan. 1 to May 30, 1981	Jan. 1 to May 29, 1982
CHEVROLET	15,380	10,464	17,007	65,267	241,765	280,790
DODGE	2,800	2,430	3,355	11,392	38,975	54,377
FORD	14,622	12,832	20,988	70,698	271,777	295,254
GMC	6,055	3,764	6,404	24,065	82,544	104,550
INTERNATIONAL	1,195	1,369	1,193	4,311	30,510	21,662
VOLKSWAGEN	.....	734	416	1,286	20,099	7,062
JEEP	2,000*	1,697*	2,000*	8,000*	36,486*	35,990*
AM GENERAL	50*	90*	50*	200*	1,805*	930*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	25,600*	25,000*
Total Trucks, U. S.	43,102	34,780	52,413	189,219	749,561	825,615

CANADIAN TRUCK PRODUCTION

	Week Ended May 29, 1982	Week Ended May 30, 1981	Week Ended May 22, 1982	May Est.	Jan. 1 to May 30, 1981	Jan. 1 to May 29, 1982
CHRYSLER CORP.	2,111	2,561	2,212	9,276	31,746	42,584
FORD MOTOR	2,993	3,507	4,160	14,612	73,032	57,438
GENERAL MOTORS	5,190	6,558	4,419	22,124	129,181	115,094
INTERNATIONAL	268	251	268	1,075	5,220	5,220
Total Trucks, Canada	10,562	12,877	11,059	47,087	239,179	220,336
N. American Trucks	53,664	47,657	63,472	236,306	988,740	1,045,951

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 29, 1982	Week Ended May 30, 1981	Week Ended May 22, 1982	May Est.	Jan. 1 to May 30, 1981	Jan. 1 to May 29, 1982
AMERICAN MOTORS	480	852	607	2,307	13,411	11,307
CHRYSLER CORP.	3,440	.....	3,531	13,960	12,410	70,242
FORD MOTOR	7,003	6,771	9,229	34,304	92,807	130,247
GENERAL MOTORS	6,400	13,032	6,312	28,215	241,268	155,425
VOLVO	180	225	225	855	4,533	4,512
Total Cars, Canada	17,503	20,880	19,904	79,641	364,429	371,733
N. American Cars	147,242	160,907	156,993	596,429	3,240,385	2,465,535
N. American Trucks	53,664	47,657	63,472	236,306	988,740	1,045,951
North American Cars and Trucks	200,906	208,564	220,465	832,735	4,229,125	3,511,486

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.